

<p style="text-align: center;">ISSUES PAPER FOR THE PLANNING COMMISSION PUBLIC HEARING ON December 17, 2009</p>

Application:

- SAFEWAY SIGNS at STERLING PLAZA, ZMOD 2008-0013
- Applicant – Safeway Inc.; Representative – Frank Stearns, 703-760-1956
- Mike Elabarger / x8506
- Sterling Election District
- Summary of application: A Comprehensive Sign Plan, to replace existing permitted signage, for an existing single tenant (Safeway Grocery Store) in a shopping center.
- Sterling Plaza Shopping Center, Sterling Boulevard (see Vicinity Map)

Deadlines:

- Date application accepted – December 15, 2008
- Critical action date – extended by applicant to JANUARY 5, 2010
- Reason for delays:
 - One First and Second Referral were one week late;
 - The applicant held the application for two months prior to responding to the 1st referrals, and for four and a half months prior to responding to 2nd referrals;
 - The applicant attempted to get the shopping center property owner (McCaffery Interests) to be party to the application and have the whole center do a comprehensive sign plan. McCaffery chose not to be a part of any sign plan at this time.

Key Issues:

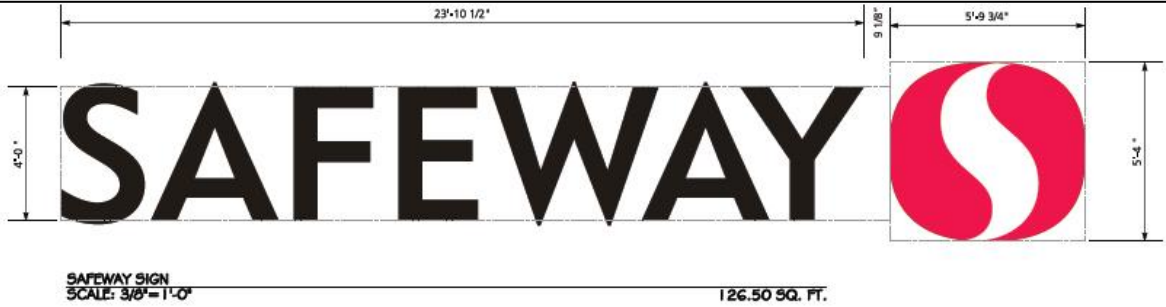
- Application for a comprehensive sign plan is ‘uncomprehensive’ because it entails just one tenant, albeit the anchor, of a multi-tenant shopping center.
- Some signage appears out of scale compared with similar Safeway stores in the County (example: Broadlands); staff asks that the proposed signage be appropriately scaled back to a proportional scale (sign size versus façade size) from that which exists elsewhere.
- Conditions of Approval still being considered/written.

Readiness:

- The application is ready for action, and no further staff discussion can address the outstanding issues being brought forward.

Illustration: **See Attached**

Vicinity Map



EXISTING SIGNS



REMOVE SAFEWAY SIGNS, REPLACE WITH NEW STYLE SIGNAGE



